IN THE CLAIMS:

The following are the currently pending claims and proposed amendments to claims 1, 2, 5, 7, 10, 12, 15, 17, and 20. (All claims listed)

1. (Currently Amended) A method for the presentation of advertisements, comprising:

providing exposure of an advertising message to a plurality of viewers;

recording data in a computer system based on an action taken by at least one of said viewers in response to said advertising message;

calculating in said computer system an amount of additional exposure for said advertising image based on said data; and

providing additional exposure of said advertising message based on said action.

2. (Currently Amended) A method for the presentation of advertisements, comprising:

providing exposure of an advertising message to a plurality of viewers;

recording data in a computer system based on a plurality of actions taken by ones of said viewers in response to said advertising message;

calculating in said computer system an amount of additional exposure for said advertising image based on said data; and

providing additional exposure of said advertising message to said plurality of viewers based on said plurality of actions.

3. (Original) A method for the presentation of advertisements, comprising:

providing exposure of an advertising message from a server to a plurality of viewer

computers over a computer network;

recording at said server a plurality of actions entered into ones of said viewer computers,

said actions made in response to said advertising message;

providing bonus exposure of said advertising message to said plurality of viewer

computers based on said plurality of actions.

4. (Original)   The method of claim 3 wherein said action includes selecting said advertising

message with a cursor movement device.

5. (Currently Amended)   The method of claim 3 ~~whereinsaid~~ wherein said action includes

selecting a link associated with said ~~adverising~~ advertising message with a cursor

movement device; and

displaying content from a site associated with said link.

6. (Original)   The method of claim 5 wherein said action further includes

completing a purchase transaction at said site.

7. (Currently Amended)   The method of claim 3 ~~wherien~~ wherein said action further

includes permitting a transfer of viewer information to a buyer's computer system.

8. (Original)   A method for the presentation of advertisements, comprising:

providing a predetermined number of impressions of an advertising message from a

server to a plurality of viewer computers over a computer network;

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recording at said server a plurality of actions entered into ones of said viewer computers, said actions made in response to said advertising message; and

providing an additional number of impressions, beyond said predetermined number, of said advertising message to said plurality of viewer computers based on said plurality of actions.

9. (Original) The method of claim 8 wherein said action includes selecting said advertising message with a cursor movement device.

10. (Currently Amended) The method of claim 8 ~~whereinsaid~~ wherein said action includes selecting a link associated with said ~~adverising~~ advertising message with a cursor movement device; and

displaying content from a site associated with said link.

11. (Original) The method of claim 10 wherein said action further includes completing a purchase transaction at said site.

12. (Currently Amended) The method of claim 8 ~~wherien~~ wherein said action further includes permitting a transfer of viewer information to a buyer's computer system.

13. (Original) A set of instructions residing in a storage medium, said set of instructions capable of being executed by a processor to implement a method for the presentation of advertisements, the method comprising:

providing a predetermined number of impressions of an advertising message from a server to be displayed at a plurality of viewer computers over a computer network;

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recording at said server a plurality of actions entered into ones of said viewer computers, said actions made in response to said advertising message; and

providing an additional number of impressions, beyond said predetermined number, of said advertising message to be displayed at said plurality of viewer computers based on said plurality of actions.

14. (Original) The set of instructions of claim 13 wherein said action includes selecting said advertising message with a cursor movement device.

15. (Currently Amended) The set of instructions of claim 13 ~~whereinsaid~~ wherein said action includes

selecting a link associated with said ~~adverising~~ advertising message with a cursor movement device; and

displaying content from a site associated with said link.

16. (Original) The set of instructions of claim 15 wherein said action further includes completing a purchase transaction at said site.

17. (Currently Amended) The set of instructions of claim 13 ~~wherien~~ wherein said action further includes permitting a transfer of viewer information to a buyer's computer system.

18. (Original) A system for the presentation of advertisements comprising:

a computer system to provide a predetermined number of impressions of an advertising message to a plurality of viewer computers over a computer network, said computer system to

record a plurality of actions entered into ones of said viewer computers, said actions made in

response to said advertising message, and said computer system to provide an additional number

of impressions, beyond said predetermined number, of said advertising message to said plurality

of viewer computers based on said plurality of actions.

19. (Original) The system of claim 18 further comprising a viewer computer wherein said action

includes selecting said advertising message with a cursor movement device at said viewer

computer.

20. (Currently Amended)   The system of claim 18 further comprising a viewer computer and

a buyer's computer system wherein said action includes

    selecting a link associated with said ~~adverising~~ advertising message with a cursor

movement device at said viewer computer; and

    displaying content at said viewer computer from a site associated with said link and said

buyer's computer system.

21. (Original) The system of claim 20 wherein said action further includes completing a

purchase transaction at said site.

22. (Original) The system of claim 18 further comprising a viewer computer and a buyer's

computer system, wherein said action further includes permitting a transfer of viewer

information to said buyer's computer system.

23. (Original) The system of claim 18 wherein said computer network is an Internet.

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24. (Original) The system of claim 19 wherein said computer network is an Internet.

25. (Original) The system of claim 20 wherein said computer network is an Internet.

26. (Original) The system of claim 21 wherein said computer network is an Internet.

27. (Original) The system of claim 22 wherein said computer network is an Internet.